



Contacts

Sept. 1954



FORTIETH ANNIVERSARY FOR BYRON W. GALBREATH

July 21 was the date of Mr. Galbreath's anniversary. He joined Eaton's Mail Order in 1914, having moved to Canada in his early years from St. Thomas, North Dakota. In those days assembly and shipping were separated, so Byron's history with us reads: M.O. Packing, M.O. Shipping, Section head Packing then over to Shipping, back to Packing and then assistant in Shipping.

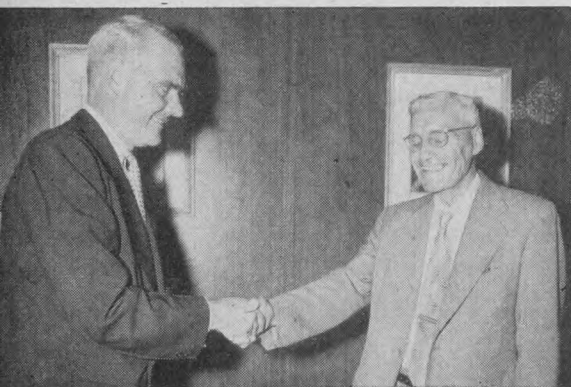
Came some years at Vancouver in charge of M.O. Operating, then return to assistant in M.O. Packing here—now combined with Shipping, etc. Many changes in the organization, says Byron, have been made in his forty years—and all for the better!

On the evening of July 16, a party was held in his honour at the home of Jack Ridgedale, when Mr. E. G. Rogers, Operating manager, made a presentation of an electric drill from Byron's fellow-workers, also a corsage to Mrs. Galbreath, and a happy party was enjoyed by the men and ladies present. On the anniversary date Mr. Galbreath was the honoured recipient of those two whitewall tires for his auto and numerous personal gifts, while scores of friends from "all over" came to congratulate him and offer best wishes for more happy Eaton years.

Byron is a member of St. Boniface Golf Club, a "home-chore" man and church worker, and his past history included active years with Eaton's ball teams.



Twenty-Five Years' Association With Eaton's



Ever think of all the thought and skill that goes into keeping the miles and miles of lines that comprise the tremendous Eaton telephone system operating as smoothly as it does? Or of the man behind the scenes responsible for this operation?

Cyril Milsom, that affable "trouble shooter" employed by the Manitoba Telephone System to keep our equipment in working order, recently completed 25 years of service in association with Eaton's. To mark the occasion on July 21, he was presented, by Mr. W. L. Palk, Superintendent, with a set of garden furniture on behalf of the Company. Expressing appreciation of his fine work, and particularly for the courteous manner in which it is done, Mr. Palk said

Cyril was "one of the family," and a highly regarded one at that. Obviously surprised and delighted, Mr. Milsom said how much he, in turn, had enjoyed his association with Eaton's, and expressed his sincere pleasure at this mark of appreciation.

Further honours were paid Mr. Milsom on Friday evening, July 30, when Eaton's Telephone Department, together with other associates of Mr. Milsom's, "rang up" a banquet at the St. Charles Hotel. Introduced by Mr. H. McIntyre, department manager, Mr. R. Small, superintendent of M.T.S., extended to Cyril good wishes and appreciation on behalf of the System. Mr. H. Body, general manager of Siemens Bros. (Canada) Ltd., then spoke of the good-fellowship that has always existed during years of working with the guest of honour. Mr. R. M. Pinfold, assistant general manager, expressed for Eaton's and all those present, sincere congratulations on a quarter-century of real service, and presented Mr. Milsom with an engraved watch as a "timely" remembrance of goodwill and esteem.

The jovial Cyril promptly "switched the keybanks" and suitably replied. Yes, "the receivers were down, signals lit up and the lines were all crossed!" It was a grand tribute to a grand man whom we hope to have around here a long time yet.

ALMOST 130 YEARS SERVICE

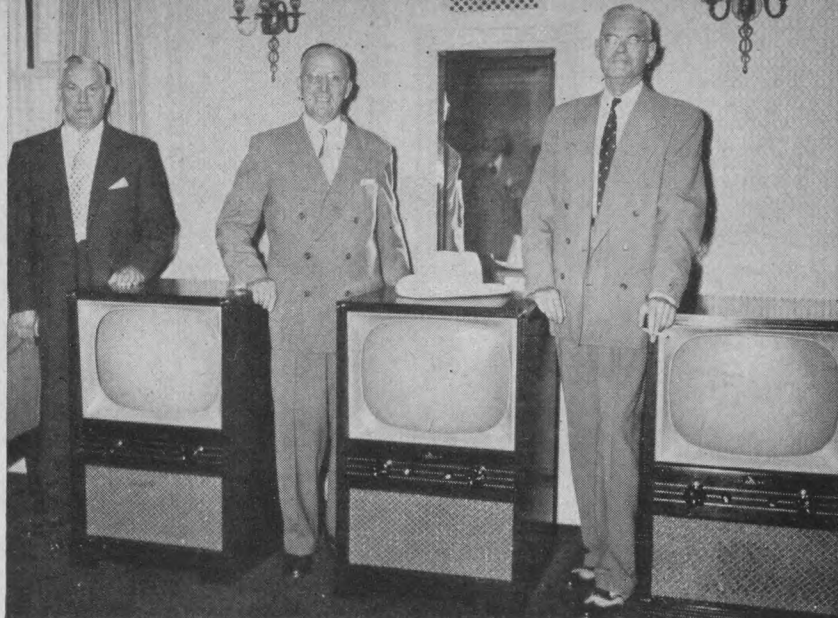
MANAGERS
(Left to Right)

T. BURNS
Linens

F. W. FROGLEY
Buying Office

L. W. HOUSTON
M. O. Men's Shoes

**HONoured
ON
RETIREMENT**



Company's Winnipeg Executive and Fellow Managers Bid Farewell to Three Colleagues

Friday evening, July 23, at the Fort Garry Hotel, three men with outstanding service records were honoured at a reception and presentation previous to their official retirement on July 31. Mr. A. H. Young, M.O. Superintendent, was chairman, and after a brief introduction of the purpose of the reception, called upon Mr. R. M. Pinfold, assistant general manager, to read the many messages received for the three.

From associates in Eaton's Dominion-wide Stores and Branches, from Overseas Buying Offices, from suppliers near and far, the "stacks" of goodwill messages had arrived, in reading some of which Mr. Pinfold dealt with a light touch and gave the listeners many a chuckle. Particularly notable were the wishes from all over the western organization, combined with thanks, for all these gentlemen had done to help their departments.

"In effect," said Mr. Pinfold, "they all sum up to this for all of you: you've done a wonderful job in a pleasing manner for many years, and they all wish to thank you for it and to wish you the very best for the future."

He then called on Mr. A. R. Tucker, general manager, who said that although long-term service was not a new thing to him nowadays, it still was a thing that commanded his respect and even awe, to consider that men gave such long and loyal service to a company. Here were three men who worked with Eaton's nearly 130 years' total—every one well over 40 years—and had given great service.

He then went on to tell of the progress and numerous changes of position the three had experienced when young in the Company's service, before they settled down and made their final climbs to the top of the ladder in their departments.

Both buyers, Mr. Burns and Mr. Houston, had recorded successful operation over many years, and Mr. Frogley had, from small be-

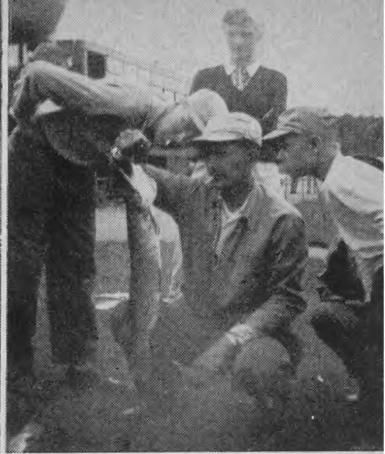
ginnings, so promoted the growth of Winnipeg's manufacturing resources as Company buying markets, that today he had built the Winnipeg Buying Office to a standard that equals any others in the Company's organization. It was a pleasure and privilege to present to them tangible evidence of the deep feeling and sincere good wishes of their colleagues, for happy, healthful retirement. Each man was then presented with a T.V. set.

Mr. Gilbert M. Eaton, director, added to Mr. Tucker's words with a gracious message of thanks to the retiring managers, on behalf of the Eaton family, for their long and loyal service. Such loyalty and service was truly appreciated, said he, and wished them every good thing for the future.

In response, the three all expressed their grateful thanks for the honours done them, and for the timely gifts, and then mentioned briefly highlights of the long service and the interesting and historic Eaton figures with whom they had worked. Mr. Burns' "side glance" at his reasons for not having T.V. up till then were urbanely witty.

July 8, 1910, was Mr. Houston's starting date, giving him a bit over 44 years' Eaton service; September, 1911, for Mr. Burns, just under 43 years; and August, 1913, for Mr. Frogley, just under 41 years!

May the future add many to those years—while, as they humorously said, younger Eatonians take over and work for them now they are on pension.



Trip manager George Dwilow, wife and boy; Shoal Lake headquarters and guest house in background. Part of the catch; Shoal Lake golf course. Weighing in (no sensational catches).

Angling Club's Annual "Family Day" Outing

Scores of the Eaton anglers, wives and families and associates, again celebrated the August holiday week-end by making a day's trip by train to Shoal Lake for a grand day's get-together. Fishing and picnic and sports rounded out a very pleasant time, and—true to the usual formula—everybody got home "tired but happy" and looking forward to the next time!

Coming up, says President Arni Cooper, a mixed social affair planned for September 11 at the St. James Hall. Note the place and the date. It will take the form of a benefit to help three associates who suffered losses in recent fires. For fuller particulars between now and then, get in touch with John Johansson, Store Sporting Goods, or Arni Cooper, Store Electricians. Come and bring friends to have a good time and help a good cause.

It's no news to anglers, says President Arni, that this season has not been tops—especially this spring and early summer—for fishing. But things look more promising now and you're invited to turn out for the Shoal Lake, 29th August, trip and Camp Lake, September 11. Then there will be a "ghost" trip—destination unknown. Keep in touch with the anglers for the date and starting particulars.

MEN'S SOFTBALL NEWS

Before you read this summing up news you will know the final results of the men's 1954 softball season. At the end of the playing schedule the team standings given in your softball news last month had not changed.

The second-place Rockets took the semi-finals from the third-place Vikings in two straight games, the scores being 15-7 and 16-10 respectively.

The final battle is now in progress with the hard-hitting Combines, top position team, having beaten the Rockets in the first game of the finals. The score was 7-2 but the Rockets could still be dangerous competition for the winners of the schedule.

Better luck to the Vikings and the Decots for the season of 1955. There is a great deal of baseball know-how in these lads, and we want to see them all out again next year with that everlasting vim, vigour and vitality they seem to possess.

Don't forget the big wind-up on September 16 at the Curtis Hotel. Tickets available from the executive members or the Employment Office, Second Floor, Store.

* * *

GIRLS' SOFTBALL NEWS

Like the men's league, the team positions had not changed at the end of the league schedule.

The Jets, due to injuries, found it necessary to disband for the season, but coach Tommy Scott says "We will try again next year." That's the spirit, Tommy!

The third-place team, the Cubs, have come

Four

ahead from the beginner stage to be an ever-increasingly dangerous competitor to the chagrined of the Imps, second-place team. This was proven decisively in the semi-final play-offs when the Cubs took the Imps in a rough-and-tumble game with the final score 13-9. The Imps proved themselves of fine mettle when they refused to stay down and came back to win the second game with a shut-out up to the ninth inning, when the Cubs batted in 12 runs to make the final score 18-12.

Our sincere sympathy to all injured players, especially Ellen House, Cubs, who broke her finger tangling with a fly ball in left field. Cubs would also like to mention the good work that has been done by their second short, Loraine McLeod, who has been keeping up the old team spirit generally.

Where did the Imps get that third baseman, Joyce Matthews? Not bad! Not bad! Ede Friesen is her usual steady self, too, pitching better ball all the time.

Both the Imps and Cubs are anxiously awaiting a crack at the top team, the Royals. At this point of the play-offs it is very difficult to pick a winner. We wonder how the Royals feel?

The Royals have their old standbys keeping up their usual steady batting and fielding, but in this issue they want to mention a few new girls who have been playing good ball. Loraine Vielfoure, 1st base; Betty Wonsowich, 3rd base; Lucille Douville, catcher; Esther Bjorklund, centre field, and a few others who are doing well to bring home the cup for the Royals.

Good luck to all—and do get your tickets early for that big wind-up at the Curtis Hotel, September 16. Bring your friends and enjoy a baseball get-together. It's fun!

Port Arthur Eatonians Enjoy Annual Store Picnic

The scene of this big summer occasion this year was at Current River Park and the Wednesday afternoon provided "a break" in the form of real summer weather (remember July?). A rollicking crowd of about 400 Port Arthur employees, their families and friends turned out for this popular event.

Free hot dogs, pop corn, pop and a varied program of races, tug-of-war and a softball game were highlights of the day.

Pictured at top—the committee in charge of picnic—Front Row from the left: J. Kuschak, Al Jason, P. Hacquoil, J. Kenny, G. Fedell, A. Thomson. Back Row from the left: J. Owens, R. Wright, Mrs. M. Bennett, Rose Scarnatti, Mrs. E. Smith, Mrs. S. Russell, Mrs. J. Hayne and A. Hillman. Missing from picture: Mrs. M. Nesveski and Ina Ottio. Lower: The refreshment booth busy with hot dogs, soda pop, ice cream.



FORE! It's Coming At You!

Lady golfers — know this place? Of course you do—it's Elmhurst. So what? Here's the news.

EATON'S LADIES' GOLF FIELD DAY IS PLANNED!

The Date? Wednesday Afternoon, September 15!

The Place? Elmhurst Course.

The Program? "Oscar" winner decision—play-off by winners of the "A," "B" and "C" classes.

Also, of course, a game for everybody—enter your foursome now.

The Weather? Rain or shine we go!

Plan To Be There. Further News to All Club Members Personally a Bit Later.

Important Date! . . .

EATON'S FALL DANCE!!!

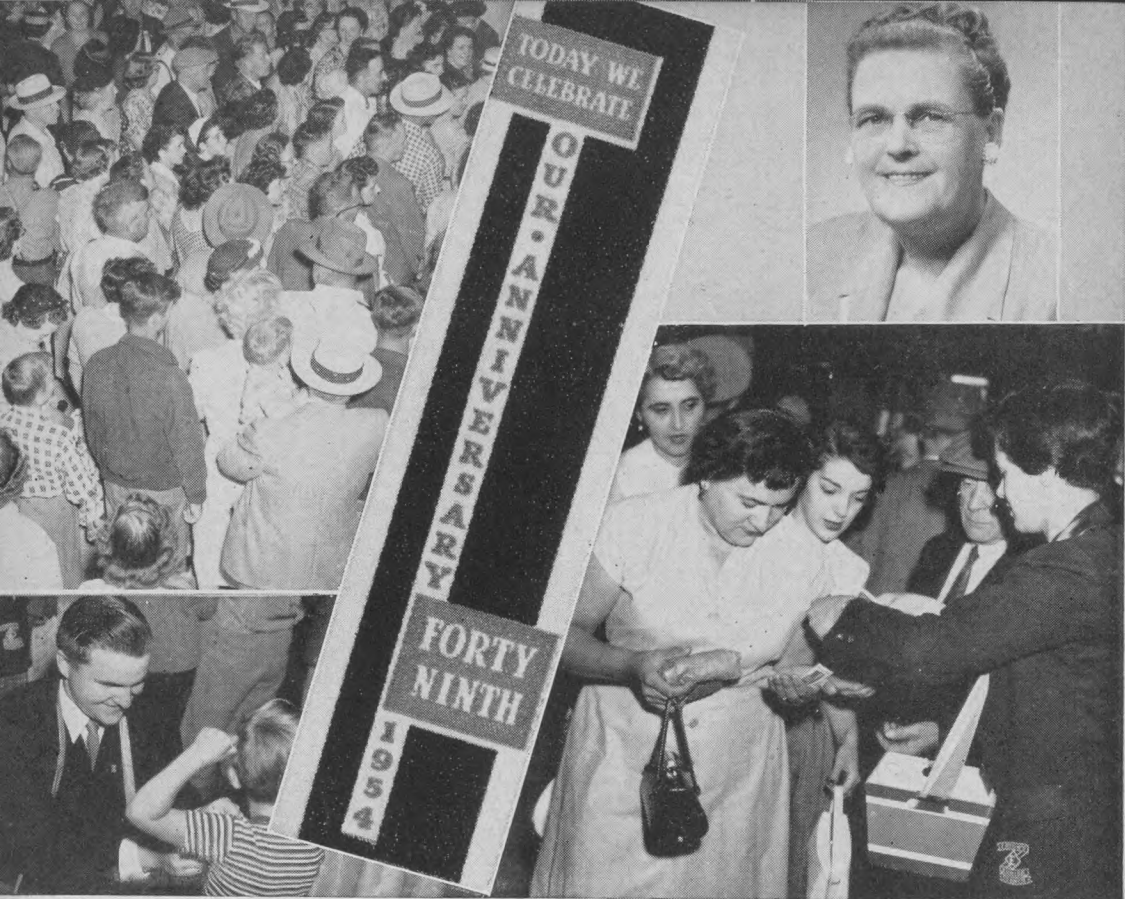
Wednesday, November 10

THREE BALLROOMS
THREE ORCHESTRAS
Modern and Old-Time Dances

RESERVE THAT DATE NOW
AND COME TO THE DANCE!

CURLERS! Get your rink ready for Eaton's Curling Club! If you don't belong to a rink and would like to curl, apply for membership to any of the following:

Store—H. Caldwell, Sales Audit; R. Laidlaw, Welfare Office; J. Newton, Fire Inspectors Office; A. Wallis, Sporting Goods Dept.
Mail Order — S. Lentle, M.O. Packing; D. Mackie, M.O. Hardware.
Printing—A. Ferguson, L. Wimble.
Furniture Warehouse—J. D. Wright.
Princess Street Warehouse—R. McCormick.



We Were All "Forty-Niners" for the Birthday

The "rush" of Forty-Nine (1849, it was) to the California goldfields made "Forty-Niners" a historical legend for all America. Not only did the cry "There's Gold in Them Thar Hills" rally men to the quest, but the great movement across country sparked the real expansion of the west.

Similarly, with Eaton's arrival and expansion in Winnipeg, it's been the custom to know that Eaton's birthday is a big event of this city.

"There's Big Savings in the Big Store Today" might well be the slogan! This we mention not "to advertise" but to point up the fact that all Eaton's plans for that day are made to ensure that those faithful friends of the Store, the shoppers (including us and our families, of course), get everything that's outstanding in value and service, to make each birthday memorable.

"A Symphony of Service" this magazine called it in one article years ago—and it is! From the moment when the ribbons are handed out by the Junior Executive boys and the Junior Council girls—see our pictures—the Store takes on a celebration atmosphere as well as a business-day tone.

Let's strive to keep it, always, a day that will be marked in Winnipeg not only by

a Sale event, but by the birthday feeling that is, we think, shared by all the district for this friendly Store which has grown with Winnipeg and the West through some of the most significant years of the world's history.

Inset at Top—A photo of an Eatonian here on the Store's opening day. Mrs. F. J. Dunwoody says that since the Store opened she has not missed being in it for the birthday, either selling or shopping. On the opening day she worked in the Dresses, the manager being Mr. F. Pugh whom many here will still remember. Her husband, Mr. Dunwoody, was for 18 years — from 1924 to 1942 — on our Floorwalking staff. Mrs. Dunwoody, now 66, has raised two sons and a daughter, has 13 grandchildren, but has managed to come and help us on Birthday Sale day for the last six years in a row. May we welcome you many more times, Eatonian Dunwoody!

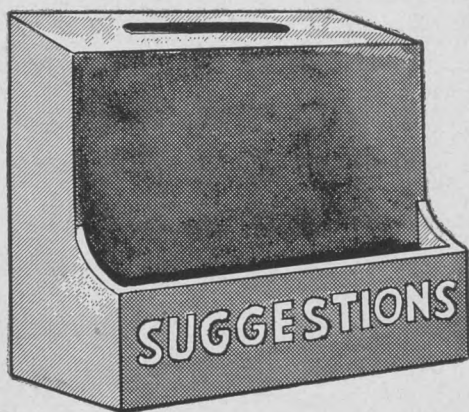
HAVE YOU A SUGGESTION?

THEN LET US HEAR FROM YOU!

THE SUGGESTION COMMITTEE WELCOMES SUGGESTIONS! CASH AWARDS WILL BE MADE FOR THOSE FOUND ACCEPTABLE AND MAY ALSO BE MADE WHERE ALERT INTEREST, FORESIGHT AND GOOD CLEAR THINKING IS INDICATED, EVEN WHEN A SUGGESTION CANNOT BE USED IMMEDIATELY.

Your suggestions may be constructive or critical; ideas for selling, service, stock-keeping or better stock arrangements; matters of safety, welfare, reductions of costs, improved methods, and prevention of waste; avoidance of work hazards, fire hazards; promotion of employee activities, social events or seasonal programs. The field is wide—your interest will be welcomed.

More Boxes for Suggestions . . .



Garage—First landing, below Time Office.

Power Building—Time Office.

Alexander Ave. Warehouse—Time Office.

Princess St. Warehouse—Time Office.

George St. Warehouse—Near Office.

We're trying to make it easier for you to get the proper Suggestion Forms and to send in your suggestions. New boxes are being put up at the following places, each with a supply of forms in the envelopes which you may use to send in suggestions. The boxes are up now or will be installed quite shortly as follows:

Hallway at Foot of Main Time Office
Stairs—at junction to Cafeteria hall—
Second Floor, Store.

Store Time Offices—Fourth Floor, Fifth
Floor, Sixth Floor, Eighth Floor (both
Telephone and South offices).

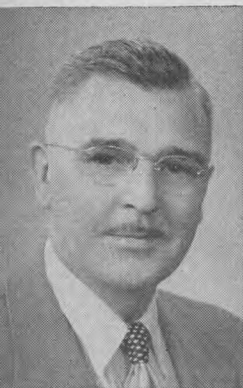
Corridor Near Lounges — Ninth Floor,
Store.

M.O. Time Office—Second Floor.

Corridor Near Employees' Lunch-Room—
Sixth Floor, M.O. Unit No. 1.

Delivery, Unit 1—Over Truck Report Desk.

We Suggest—That You Suggest—in the way provided. Use the forms and envelopes—send them in through the Suggestion Boxes or if you wish, drop them in your department mail or bring to Suggestion Committee, care of Staff Relations Office, Second Floor, Store (behind Employment Office). **LET'S HEAR FROM YOU!**



Congratulations on
35 Years
With
EATON'S

* * * *

WILLIAM N. CLAY

"Bill" joined Eaton's August 11, 1919. He had arrived in Canada as a boy from Manchester early in the century, and returned to Winnipeg after a five-year overseas campaign in the Great War. With the Electricians' Department in the Mail Order, Bill may

well be regarded as the Mister Fixit for those buildings. As well known and highly regarded as any Eatonian in the realm of sports, especially baseball and hockey, Bill for many years reported for this magazine and has been an active organizer and coach, notably for the baseball clubs.

When August 11 rolled around this year, his 35th anniversary with the Company, Bill was surrounded by not just his beloved motors and gadgets, but by a whole desk-full of congratulatory messages and gifts from his legion of friends, and all day his shop was the centre of a crowd of people come to shake him by the hand—and we know of nobody more deserving of it! Hope you're having a grand holiday, Bill!

MAURICE H. COWLEY

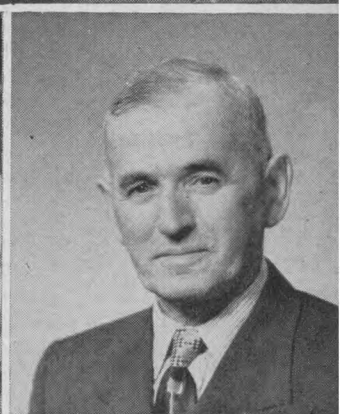
A Winnipegger by birth, Maurice joined the ranks of Eatonians July 21, back in '19; for 25 years was in Men's Clothing, Ready-to-Wear, and has been for the last ten with the Made-to-Measure Shop. Overseas in the Great War, he enlisted with 90th Winnipeg Rifles and saw service as corporal in France—suffering two wounds—with the 25th Nova Scotia Regiment.

Mr. and Mrs. Cowley have a daughter, Margaret, son Gerald, and two grandchildren resident in California. Maurice likes golf and fishing, and this summer the happy grandparents holidayed at Vancouver, where they had the pleasure of a re-union, meeting their grandchildren there.

(Continued on Page Ten)

Top—W. N. Clay, M. Cowley, Clarice Merrifield (see 35-year news, August). Middle Row—H. E. Sinclair (see August 35-year news), J. W. Pidgeon, Mabel (Cherry) Cromwell. Bottom—Marvin Ringland, Ethel Park (see August 35-year news).

Welcome TO THE Quarter- Century Club



Left to Right—Reading Down: Frank J. Ottley, Clarence Found, Robert Young, Mrs. A. J. Gowing, Miss Lillian E. Fairey, Miss Olive Torrance, Cecil W. Kennedy, Robert Clark.

FRANK JAMES OTTLEY

Born at Catford, Kent, England, Frank came early to Canada—in 1907. Ten years, plus about seven in military service, he was with General Office; another two with Customers' Accounts offices, and the last six Mr. Ottley has been department manager of M.O. Budget Plan.

From '39 to '46 he was with the Canadian Army Pay Corps, rising from sergeant to captain. Overseas from 1940 to 1946, Frank is now major in the reserve army.

Married, he has a daughter and son, Margaret and Edward; and gardening is his chief hobby during the season. He is active in the Masons, Valour Road Legion and St. Matthew's Church.

On the morning of July 22, his anniversary, Mr. W. J. Thomson, manager, presented Mr.

Ottley with luggage on behalf of his colleagues. He also presided at a party for Frank that night when Mr. R. B. T. Whitbread was called on to present the guest of honour with a torchere lamp and Mrs. Ottley received a gift of roses. A trip to California is now planned—may it be a very happy one!

CLARENCE EDWARD FOUND

is another native Winnipegger to complete 25 years' service July 8. All his service—he's a familiar friend at the Prescription desk—has been spent in the Drugs. Married, with a son, Kenneth George, Clarence likes reading and is active in promoting Little League baseball.

On August 17 Mr. P. Blakeman, on behalf of the department, presented Clarence (back from his long vacation) with a gift certificate towards a pet project of his.

(Continued on Page Ten)

Thirty-Five Years with EATON'S

(Continued from Page Eight)

MISS MABEL CROMWELL

The number of messages and the shower of gifts from friends were a good indication that Mabel (Cherry) Cromwell, of M.O. Donations, etc., is one of the best-liked Eatonians in the building!

It was a great day for her, July 22, when she completed 35 years with the Mail Order. Starting in the Hardwares she transferred to 167 soon after, where she has risen to special responsibilities.

An evening smorgasbord party was given in her honour by friends, at Vasa/Lund, when she received a leisure jacket; and a department breakfast party at Moore's the morning of her anniversary, marked by the gift of a lounging robe. The celebration which saw her office literally snowed under with the department gift of a flash camera outfit and other gifts and messages, and a stream of visitors.

Cherry used to sing, herself, in choirs, and in the early radio days, "over the air"; and in her leisure time likes to listen to music of every kind.

W. MARVIN RINGLAND

Born at La Riviere, Manitoba, Marv joined Eaton's Printing 'way back on July 14, 1919, and has served a straight 35-year term of service in that department. Married, and to Eatonian Ruby Bowering also from the Printing Department. Marvin has seen a long term, too, of military service with the Winnipeg Grenadier Reserve, as sergeant, and earned the long-service decoration.

Hunting and fishing are his favourite exercises (or is it hobby or recreation, Marv?) Anyway, may he enjoy many more years of them—and of Eaton service!

JOHN WILLIAM PIDGEON

From Devonshire, the mother county of many of Britain's great sailor heroes, came young Mr. Pidgeon, but like many more Englishmen, was away again overseas very soon to do his bit with the 27th Battalion, City of Winnipeg, where he held the King's commission and survived wounds; also he served in the recent war as company sergeant-major in the Veterans' Guard.

Married, he has a married daughter; is a member of Valour Road Legion, Sons of England; likes gardening and doing fraternal work. He received a pen and pencil set from the department for his anniversary, and from the girls and men of the second floor, a handsome sweater. "Enjoyed a four-weeks' May holiday at the coast," said Mr. Pidgeon, "and met several retired Eatonians, all looking well; also had perfect weather."

MISS ETHEL PARK

Ethel actually registered her completion of 35 years' service with the Company on July 14, but as she was already away on vacation the celebration took place July 20.

A girl from Kenora, Ontario, Ethel joined the M.O. Packing and Assembly and worked there 17 years, and for the last 18 has been cashier in Money Returns. She likes bowling for recreation and trains with the St. John Ambulance Brigade. From the department her gift was a lamp, and Ethel also received an electric kettle from the girls and men of her department.

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Away at present, to be reported for his "35th" later, Fred J. Latter, Furniture Stock.

Welcome to the Eaton Quarter-Century Club

(Continued from Page Nine)

DAVID S. BURKETT

David S. Burkett, Portage la Prairie, who joined Eaton's August 15, 1929, is a native of Portage la Prairie and all his quarter-century has been spent with that Foodateria. Four years with the Canadian Army in the Great War, Dave joined the 45th Battalion and served overseas with the 29th Battalion, being wounded three times. Mr. Burkett has been active in veterans' affairs, and was one of the founders and president of the Portage branch of the Canadian Legion.

For Dave's anniversary, Mr. G. B. Douglass, Groceries manager, visited Portage to present him with his quarter-century certificate, his watch and the President's letter of congratulations.

ROBERT YOUNG

A Northern Ireland man from County Tyrone—birthplace Lowercoagh—Bob Young has been with Eaton's Fire Protection staff for six years after having served two with Receiving and 17 with Night Caretaking. Bob is a bachelor—and a good host to his shooting and fishing friends who visit him at his lodge at Narcisse, he being quite an outdoors man himself. A member of Eaton's Angling Club, as well as an Orangeman and a Mason.

His July 20 anniversary was well taken care of by his associates—Engineers, through Mr. Bowman, presenting an engineer's pump; and Caretaking a radio, Mr. Tom Giles making the presentation. Then at Jack McKay's home that evening a stag party in Robert's honour gave everybody a good time, and the further gift of a car-rug was made to him.

MISS LILLIAN EVELYN FAIREY

The 25 years which this Manitoba miss from Stoney Mountain has served with the Company started August 6 with about a year, says Lil, in the Parceling; from there she was in the Basement Store up to June, 1936, and transferred then to the Gloves and Hosiery where she has since remained.

On the morning of her anniversary she received a gift of luggage from the department, and her desk was showered with many gifts, flowers, wires and other good-wish messages from friends. After work the department staff was motored to "Glenarry Farm" where Mr. and Mrs. C. A. Campbell gave Miss Fairey and her large escort "the key to the farm." Buffet lunch was served on the lawn and a most enjoyable evening followed. Guests included Mr. and Mrs. J. Dunlop, Mr. and Mrs. C. Carswell, and Mr. and Mrs. J. Fisher. Lil plans an eastern holiday trip this fall.

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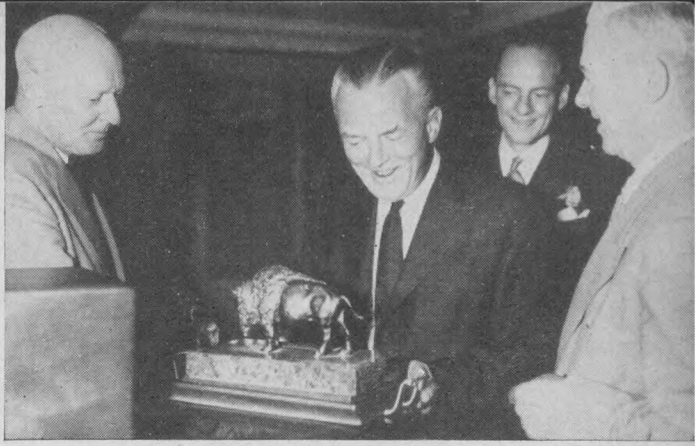


Mr. J. Ross Jenkins

Vice-President in Charge of
Merchandising Operations

Honoured by Western Division

Mr. Jenkins (centre) admires the
bronze models with (left to right)
Mr. A. R. Tucker, Mr. G. M.
Eaton and Mr. R. M. Pinfold.



On the occasion of Mr. Jenkins' visit to Winnipeg for July stocktaking, a party was held in his honour at the Fort Garry Hotel the evening of July 29, attended by Winnipeg executive and managers.

Mr. Tucker, chairman, said that we were fortunate in having such a high officer of the Company as Mr. Ross Jenkins, vice-president, here for our stocktaking.

A Winnipeg man who had married a Winnipeg girl, Mr. Jenkins joined the Company at the invitation of our present president, Mr. J. D. Eaton, almost 20 years ago; and having been in the hosiery business, Mr. Jenkins was directed to that department in our Toronto Store. Amid much laughter, Mr. Tucker related several humorous incidents connected with this "induction."

From that time on, Mr. Jenkins' progress has been remarkable—distinguished by outstanding work and foresight. It was when he moved from Hosiery to the Garment Merchandise Office in Winnipeg that he sensed the part styling would play in the revival of trade. His ideas proved right, for style and colour are dominant now, not only in apparel merchandise but also in every corner of the home and business world.

The chairman then followed again the progress of Mr. Jenkins from Divisional merchandise manager of Fashions to Merchandise Office head in Winnipeg—then to the vice-presidency of the British Columbia organization when the Company purchased Spencer's, and onward to Toronto to the tremendous responsibilities of the vice-presidency in charge of all Company's merchandising operations. In B.C., said Mr. Tucker, Mr. Jenkins faced no mean task, but did a magnificent job in establishing our Company there as one of THE companies at the coast.

Now that Mr. Jenkins is in Toronto, continued Mr. Tucker, we of the west feel that in the changing conditions and centralizing of control, it is very fortunate that a man with full knowledge of the prairies and the Pacific coast should be at the helm to co-ordinate and keep harmony between the divisions. Under Mr. Jenkins we are making great strides in formulating many plans that are unquestionably basically sound and to the advantage of the Company, and which should prove successful.

"Such is the speed with which past events in Mr. Jenkins' destiny have moved," said Mr. Tucker, "Winnipeg and the west never had a chance to honour him—but now we have caught up with him." On behalf of the management and associates of Mr. Jenkins in the west, Mr. Tucker then presented him with a bronze buffalo standing on a base of polished granite. For Mrs. Jenkins, a local girl, said the chairman, there was a smaller bronze model of an antlered deer so that her mantel or desk, too, should not lack the distinction of a western gift.

In accepting the gift, Mr. Jenkins said that he was overwhelmed. In being invited to a reception on this occasion he had expected just the ordinary courtesy of the visit, but this gift was a real surprise—and the compliments whether true or not—well, one liked to hear them in one's own town! In Winnipeg and the west, in Vancouver and the Pacific division—which he had liked very much—and now "down east," he had found them all friends and generous in support of him. He was now once again getting used to new weather! Termed a westerner, he had lived many other places but never yet had reached the stage where he was not proud of the west. He owed the Western Division sincerest thanks for the honour paid him, and on behalf of Mrs. Jenkins and himself, he would say how treasured these gifts would be.



THEY CAME—THEY SAW—TH

*Sixteen Toronto High-School Students on Travelling
and Pacific Provinces, Sponsored by the
Education and The T. Eaton C*

Julius Caesar is credited with saying "I came, I saw, I conquered." The "dors of Education" could justly say it with him—except, of course, by subjugation of the inhabitants, but by their charm and the scenes and modes of life quite often widely different from those of the east.

Chosen because of all-around accomplishment at high school, sportsmanship, personality and worthwhile contribution to the community, young men are given a splendid opportunity to see the things and scenes west to east. Their own ability and accomplishments are put to a fresh, intelligent outlook east to west.

This is the third group to come west beyond Port Arthur and the eighth since the tours were organized in Ontario. Since they are young and vigorous and can "take it," their schedule is a busy one, as can be testified by Mr. Tom Miller, our Public Relations representative, who accompanied them over the tour.

It was a carefree and happy group of alert young Torontonians that alighted from the T.C.A. plane, Wednesday, July 28, on the first lap of this western tour. Greeted by the Minister of Education, Hon. W. C. Miller, and representatives of the Winnipeg School Board, also Mr. R. M. Pinfold and Mr. W. L. Palk on behalf of the Company, the group at once commenced a tour of the city, including Old Fort Garry, St. Boniface Basilica, the University of Manitoba; then had dinner at the Lower Fort.

The following day one of the highlights of the trip took place—a visit to the Winnipeg Grain Exchange and then an impressive welcome in the reception room at the Legislative Building, where the group was received by the Lieutenant-Governor, Hon. J. S. McDiarmid, and the acting Premier, Hon. Ivan Schultz, Q.C.

After an enjoyable luncheon at the Store where the group was welcomed by Mr. Gilbert Eaton, the boys toured the C.P.R. yards, Silver Heights, River Heights, and Tuxedo residential areas and had supper at the Assiniboine Park Pavilion prior to leaving by train for Saskatoon. In Saskatoon they were warmly welcomed, as was the case in Calgary, where the highlight events staged for them were a western barbecue and a miniature rodeo on a real western ranch.

Banff was the next stop, followed by a visit to the Columbia Ice Fields, and on to Jasper.



V—THEY “CONQUERED”

*Travelling Scholarships, Tour the West
red by the Toronto Board of
. Eaton Co. Limited*

saw, I conquered”—and these young “Ambassa-
except, of course, their conquering was done not
arm and their eagerness to meet people and see
nt from their own home surroundings.

at high school—standing in their school subjects,
tribution to the general life of their schools, these
the things and meet people that count in interpret-
shments also make them well adapted to bring a



From Jasper the group proceeded to Vancouver for an intensive three days' entertainment which included being spectators at the British Empire Games for the track and field events and part of the swimming races. A trip by boat to Victoria, a visit to Royal Roads Services College, then back to Vancouver and on to Edmonton.

At Edmonton the boys were greatly impressed by the drilling of an oil well then proceeding, a sight to behold, and were loath to leave by plane to return to Toronto.

There were so many highlights in the trip it is difficult to designate any one as outstanding, but probably the scene that will remain longest in the memory of the group was the scenic drive from Banff to Jasper. It was breathtaking! Many were the souvenirs received by the boys, from the white Stetsons to oil-well ties; all of which will serve as a reminder of their pleasant two-weeks visit to western Canada.

Description of Pictures on Opposite Page

Top Left—The group at the foot of the grand stairway, beneath bronze buffalo, Manitoba Legislative Building. His Honour Lieutenant-Governor J. S. McDiarmid greets them for the Province. Lower Left—Mr. Gilbert M. Eaton extends Eaton's congratulations and best wishes for a happy journey.

Description of Pictures on This Page

Left—Dennis Foster, Dansforth Tech., responds to the welcome. Right—The group at the Totem Pole on Jasper station, wearing their gift “ten-gallon” sombreros. Lower Right—Alderman Peter Taraska gives Joe Novogrodski, of Harbord Collegiate, a Winnipeg City lapel crest—each student got one.



. . . AND NOW FOR THE LEISURE YEARS!

Yes—although, mind you, it's hard to figure these busy colleagues as being not so busy all day and every day now—the time came to “hang up their skates,” as we say, and take it easier. May they be healthy, happy and enjoy many more years. Honoured this month, on retirement, were:

MRS. M. BRITTON, of the Drapery Department, retired on July 17, having been an Eatonian since March of 1944, over ten years. On the evening of July 16, a party was held in her honour at Llentrad Harbour, when Miss L. Prince presented her with an umbrella and gloves as a token of remembrance. The next morning, in the presence of the staff, Mr. Cooper presented Mrs. Britton with a mantel radio from the department, and ladies in her section added many lovely personal gifts.

Shown Above (usual order)—F. McCorquodale, H. C. Town, G. Wain (left) with Mr. Bowman; Miss E. Yeddeau, R. E. Williamson, J. Patterson, R. Paxton, Mrs. M. Britton, A. Stuart.

Retirements (Continued)

MISS NETTIE YEDDEAU, after 38 years with the Stationery, during which time she became well known to not just hundreds, but thousands of folk who came to regard her as their friend, has left us.

On Thursday, July 29, a reception and dinner was held at the Marlborough Hotel in her honour. Mr. E. Freeman was master of ceremonies and after reading the many telegrams sent to the guest of honour, he called on the pianist to lead a rousing sing-song.

Mr. S. Florence made the presentation of a pop-up toaster and thanked Miss Yeddeau for her years of faithful service. He remarked that she had spent all her time in the fountain pens, and while she had made several moves in the department, yet "everywhere that Nettie went the pens were sure to go!" From all of us he wished her many years of health and happiness.

On Saturday morning, Miss Yeddeau was kept busy with a stream of customers and fellow-Eatonians who came to say good-bye and to sign the visitors' book. She was the recipient of many individual gifts, tokens of the esteem held for her over the years.

ROY E. WILLIAMSON, of M.O. Complaints, retired from that department after nearly ten years' service. On the eve of his retirement a stag party was held at Allen Brazier's home, when the men of the department presented Roy with a jacket, and all enjoyed a happy evening.

On his retirement day Roy was the recipient of a travelling bag from his friends and associates, with all best wishes for himself, wife and family.

HERBERT C. TOWN (Ben), of the Delivery Department, bid farewell to his colleagues on July 31, after over 26 years' service. On behalf of the department, Mr. A. Arnason presented him with a Mixmaster. To begin his leisure time, Herb plans to travel out west. May everything combine to make the journey a most pleasant one!

R. PAXTON, of the Men's Clothing Workroom, "bowed out" on July 31, after having been with Eaton's since March of 1927—over 27 years. At a party held at Moore's in his honour, Mr. R. Dailley, department manager, presented him with a club bag on behalf of his colleagues—to make it easier for him to get away on that trip to the west coast!

Bob, who came from Scotland in 1914, was very fond of curling, and will be missed in Eaton's club where he had the distinction of reaching the finals.

WILFRED N. DUGAN, who had completed 37 years' service with the Company, most of it with the Women's Shoes in the Store, and latterly with the M.O. Shoes, retired July 28.

At a party at the home of Mr. J. F. Garrett, Store department manager, Wilf received a personal gift from his city colleagues; and on his retirement the Mail Order staff presented him with a wallet and currency, with all their best wishes for health and happiness.

ALEXANDER STUART whose term of 34 years in Eaton's included having worked under three Engineer managers, Messrs. Hutt, Murray and Bowman—retired July 31. Since the old hand-firing had progressed to automatic stokers and then to oil feed, Alex had switched to work at the Princess Ware-house.

Arriving here in 1913 from Aberdeen, he joined Eaton's late in December of 1920. As a souvenir from the department he received at the hands of Mr. Bowman, a throw-rug and other household items.

Men's Furnishings Department of the Mail Order suffered a double loss July 31, when both **J. PATTERSON** and **F. MCCORQUODALE** retired from active Eaton service. As is the case with many "28" staff, both had long service—Mr. Patterson almost 39 years and Mr. McCorquodale almost 36 years.

Mr. G. Firth, department manager, congratulated them on their fine records with the Company and, to mark the occasion, presented Mr. Patterson with a table lamp and Mr. McCorquodale with an auto tire and tube. May they have happy holidays, Mr. Patterson at his summer home at Ingolf and Mr. McCorquodale for several weeks at Los Angeles.

GEORGE WAIN, also of the Engineers' Maintenance staff, said good-bye to his department and his many friends on July 31, as he had taken his retirement in order to live in the milder climate at the coast. He joined Eaton's almost 35 years ago in October of '19. A comfortable lounge rocker from the department will be a help for George to "rest up" now he has the opportunity.

FRANK MCGOWAN, of the Floor Coverings Department, retired from active service with the Company on August 1. Frank was presented with a gift picture at a staff gathering on August 23, when Mr. H. G. Jephson made the presentation and wished Frank every good thing—and above all, improved health.

Also Retired: Messrs. **T. Burns**, **F. Frogley**, **W. Houston**; see Page Three and Department News.

Welcome to the Eaton Quarter-Century Club

(Continued from Page Ten)

MRS. ANNIE JANE GOWING

Annie Jane was the colleen Kavanagh of Carlow, Ireland, before coming from the green isle to our Canadian west. On August 8, 1929, she followed the good Irish-Canadian custom of becoming an Eatonian. Eighteen years in the Grill Room, four in the Linen Room, and the past three with the Princess Street building lunch room, brought Mrs. Gowing to 25 years with 1100 Department this year. Her husband, Alan, is also an Eatonian with over 24 years' service. Says Annie, "My 25 years have been pleasant ones—made a lot of friends—even got my husband through working for Eaton's."

Travelling and watching sports, especially baseball, are favourites with her for leisure time. A dinner and social was held at Moore's to celebrate her quarter-century, Friday, August 6, when she was presented with a Mixmaster, and on Saturday morning she received another gift of a three-piece luggage set and corsage from her fellow-workers.

MISS OLIVE TORRANCE

The well-known Ontario town of Kenora was where Olive first saw the light and the

sporting spirit of that active burg must have got into her blood, for she was a defense hockey player in her early years here with Eaton's girls' team. One year, Olive remembers, they went east to play for the championship. She also played baseball for many seasons with Eaton's Ramblers. All her quarter-century has been spent with the Lunch-Room Departments.

Thursday, July 29, was the great day, and Miss Torrance was presented, by her department, with a three-piece luggage set, a travel clock and travel iron, and a Coalport floral centrepiece.

ROBERT CLARK

On June 24 when Robert's anniversary rolled around, he was unfortunately "celebrating" in hospital, but came July 29 and Bob was honoured at a joint dinner party with Mr. Frogley, at Moore's. On that occasion he was presented with a caddie cart (this makes golfing easier, we understand—whether it makes it better one must wait and see!).

Robert Clark was born at Auchencairn, Scotland. Whether he came to Winnipeg be-

(Concluded on Page Twenty-Two)



Car Purchasers' Draw Lucky For HENRY FRIESEN!

When Henry Friesen, of our Caretaking Department, made an investment in a used car at the Community Chevrolet lot, he automatically got the opportunity in a draw they made later from the names of purchasers. Lucky Henry! He was the winner of a spanking new two-tone Bel-Air Chevrolet sedan, drawn "in the open" by Mr. J. A. Woolley.

Shown above—Henry Friesen receives the car keys from Salesman Art Davies, Mrs. Friesen standing at right. Between Henry and Art is Mr. R. G. Southam, president of Community Chevrolet-Oldsmobile dealers. Oh, of course, also shown, THE CAR! Wonderful news—and may the Friesens have a long journey of pleasure with this handsome new possession!

FORMER EATON JUNIOR EXECUTIVE'S SUCCESS

Paul Beaulieu, a former Eaton Junior Executive, has been awarded a scholarship at the Sorbonne in Paris (one of the world's most famous centres of study and learning), an award made by the French government. An outstanding student, Paul graduated

from St. Boniface College with a B.A. degree in 1951 and received his Master of Arts degree this year from the University of Manitoba. During his term on the Junior Executive, Paul worked in the Children's Shoes Department.

We're So Glad to Welcome Back John Bryant!



Here he is, back at work "for the old firm" but in a new department.

In the "Weekly Flickers" for this June, John started off a message, "Last Words," by saying "The time has come to say good-bye to the Municipal Hospitals, and so-long to the many pleasant associations I have enjoyed here with the patients, with the staff, with the good ladies of the Guild, and with the Chippawa people. . . . I have been fortunate to enjoy them with such little personal loss—being able to get around and take an active part in the affairs of the "Merry-Menders" has added considerably to my profit . . . a pair of legs well lost—if they are lost."

We'd like to quote more because John's words and words were notable while he was in King George and Princess Elizabeth Hospitals. You see, John Bryant, a young veteran of the World War, was stricken with polio a year ago in July, and counted himself lucky

that by Christmas-time he was well enough to take on the work of getting out the polio patients' mimeographed weekly "Flickers." This he did until Easter when the "Merry-Menders," a hospital patients' club, elected him to the presidency, which meant many and varied duties for John, which he loved doing!

There were over 200 patients there when he was in, said John, and their courage, as relations and visitors know, is wonderful. Nothing fazes them—"brace-racing," square-dancing and baseball in wheel chairs, having their own band, and with visits and entertainment planned by the Merry-Menders' committee and the Ladies' Guild, they overcome, or at least fight pain and handicaps, and make progress slowly, steadily towards mobility and health.

Now we have John Bryant back with us in M.O. Complaints, and we know nobody will be happier than his wife (who was Miss Olive Magus, an Eatonian), and sons Frankie and Geoffrey, ages three and nearly two. As your department correspondent said in her notes, "Keep up the good work, John,"—it's wonderful to have you back and feeling so full of courage and hope!

Dear Friends: I have recently returned to work after a year's absence due to polio, and it seems a good time to express my appreciation of the many kindnesses shown toward me by Eatonians and by Eaton's.

To say what I think is difficult, and to say what I feel is impossible, but the least—if the most—I can say is "thank you." Yet, if I have learned in the past year, a fuller meaning of those two words, certainly my friends here and The T. Eaton Co. itself, have been among my teachers.

Sincerely, John Bryant.

The British Empire and Commonwealth Games

By Dorothy A. Lloyd, M.O. Complaints



Vancouver was a busy city during the week of the British Empire and Commonwealth Games and was very colourful with its decorations. At Empire Village, situated out at the university, there was an air of expectation for the official opening of the 1954 games was to be at the Empire Stadium, Friday evening, July 30.

Early that morning there was the sound of band music and marching feet outside my window. Looking out I saw all the women athletes were gathering in full-dress uniforms. It was very colourful with the scarlet blazer and grey skirt of the Canadians, green and grey of the Australians and New Zealanders, navy and white of England and many others. The flags of the various countries were raised and their national anthems played by the band.

This was one particular point which took my attention during the days to follow when the winners of the finals stood on the pedestal and the audience stood for the victory ceremonies, while the national anthem of the country was played.

The swimming—of which I took a part in the timing—was very keen and many records were broken. Where a Canadian came in second or third, or even fourth or fifth, it was not for lack of good speed, because quite often there was only a tenth of a second between. When a Canadian won the men's tower diving and Canada's national anthem was struck up by the band it gave me a feeling of pride.

On Friday, August 6, the last day of the swimming, the Duke of Edinburgh paid a visit to the Empire Pool and his presence brought thundering applause. The Duke looked very handsome and stayed almost to the finish,

showing his interest in the gruelling mile event and following the diving closely.

I was fortunate to be able to attend the last day of the games at the Empire Stadium and witness that never-to-be-forgotten mile with Bannister and Landy and also the dramatic finish of the 26-mile marathon.

The official closing ceremony was very colourful. The flag-bearer for each country marched single file in the arena preceded by shields bearing the name of the country. The special games flag was struck and the Union Jack hoisted. This Games flag was folded and carried by two Royal Canadian Mounted Police to the platform which was lined with the standard-bearers. As the flag was handed to the Mayor of Vancouver for safe keeping until the next games in Wales, the farewell song, "Let Us Be Glad," was sung by the audience, followed by "God Save the Queen."

AND LOOK HERE—ANOTHER CAR WINNER

STANLEY ALLWOOD

Fur Storage, Receives a New Nash Canadian Statesman Auto in Exchange for His 1948 "Chevvy." Winner of North-main Drive-in Movie Draw.

A lucky ticket stub handed in by Stan, who had been to the theatre a number of times, and what Stan says was surely "Lady Luck" herself taking a big part, brought him this wonderful good fortune. The regular drawmaster was not there — a patrolling Mountie was pressed into service and he drew Stan's name.

Then the Northmain Drive-in manager, Mr. David Kaufman, exchanged Stan's Chevrolet, '48 (right), for the new Nash (left)—the legal formalities, etc., were fixed up—and Mr. Allwood rolled to work in his smart two-tone Statesman sedan. Congratulations, Stan, and may you have wonderful times with it.



REMEMBER THAT EXTRA TEN!

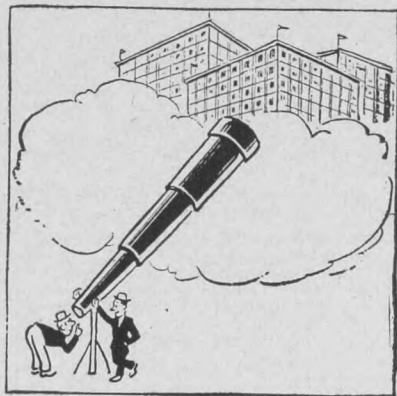
Yes, remember that Extra TEN PER CENT ALLOWANCE on Business Clothing, available from MONDAY, AUGUST 30, to SATURDAY, SEPTEMBER 11 (inclusive dates).

We all know that two weeks is a generous while, yet we also know that the 12 shopping days will seem to just whirl by! So take a little time now to plan your purchases so as not to rush both yourself and those serving you in the last few days or hours!

EATON THEATRE GUILD

has begun to organize for the coming season. Anybody interested in stage work, acting, costumes, make-up, scenery and lighting or any branch of the art, please see Frances Tease, Budget Plan, president; Arni Monk, Optical, vice-president; Dave Swann, Boys' Clothing, secretary, or any club member. Meetings have already been held with a view to getting guidance from Winnipeg's leading stage-craft people.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Foodateria—By Ruth Morris

Congratulations to these two happy girls who received lovely diamond rings: Carol Munson from Ernie Cormack and Jean Nout from Norbert Touchette.

We are all glad to see Betty Nicol and Jean Thomas back after their recent illnesses.

* * *

MAIN FLOOR



Hosiery and Gloves

Among the guests at the quarter-century party given for Miss L. Fairey at Mr. C. A. Campbell's "Glengarry Farm," were Mr. and Mrs. J. Dunlop and Mr. and Mrs. C. Carswell, both gentlemen being managers with whom Lil had worked in the past and who attended the party in her honour. Shown above, Mr. Carswell, at front left, Mr. Dunlop, front right, and Mr. Campbell at right in back row.

Men's Clothing

The many friends of Billie Bowman, retired member of the Men's Clothing staff, and well-known sportsman, will be pleased to hear that Billie and Mrs. Bowman celebrated their golden wedding anniversary on July 15.

Stationery and Books—By M. C.-Lawton

We were all sorry to say good-bye to Miss Nettie Yeddeau who was among those retiring

from the Company at the end of July. She will be greatly missed by colleagues and customers.

At the party for Miss Yeddeau, Mr. King showed us the movies of our picnic, and as usual, we were thrilled to see ourselves in action. The evening came to a close with an informal dance.

A bouncing grandson for Mrs. Jessie Flynn, by name of Neil Thomas Chitty.

Glad to report that Peggy McFadyen is making progress and hopes to be back soon. Best wishes to Olga Faraci, hope she, too, will be better and back with us soon.

Men's Furnishings—By M. McRae

Congratulations to Mr. and Mrs. Arnold Peabody on the arrival of a baby boy (10 lb. 3 oz.) on July 30. Mrs. Peabody was the former Audrey Cullen of the Plumbing and Stoves Office.

Sure nice to have Bill Geddes (Shirt Counter) back with us and feeling better after a long absence.

Drugs—By C. O'Kelly

Clarence Found, Prescription desk, has returned from his quarter-century vacation looking very fit. He reports a good holiday much enjoyed.

Jim Spratt, Drug section head, also had a grand time he tells us. He, too, celebrated his 25 years' service during the summer months.

Bill Taggart, Soap section head, another 25-year vacationist, is now away on a trip east. We hope he has a wonderful time.

Chester Fairburn, Dispensary, has decided to go into the medical branch of the army. He was presented with a gift certificate.

Dave Donner, Dispensary, also received a gift certificate upon leaving us for a new venture. We wish both men the best of luck.

* * *

SECOND FLOOR

Fashion Accessories—By Sigrid M. Jensen

On the 26th of July Miss Edith Beckwith entertained the girls of the department at a shower in honour of Miss Edith Connett, a bride-elect of August. Edith was presented with Revere ware and other miscellaneous gifts. Our best wishes for a long and happy married life.

Dress Goods and Patterns

On Tuesday evening, June 29, a shower was held in honour of Eddie Cox, a bride-elect of July 3. She was presented with a set of dishes and a luncheon cloth as a gift from the girls of the department. A very excited young lady, Eddie left to become the bride of Lisle Kivell, Expense Office. Mr. P. Odell presented her with the department gift of kitchenware. We wish these newlyweds many happy years together.

A shower was held on July 19 in honour of Pat Dow. She was presented with a chrome kitchen table and two chairs. Pat left us on August 4 to become Mrs. Ken Wauer. The department gift was a white metal clothes hamper presented by Mr. Odell. Good luck to the happy couple.

Lila Moore, a bride-elect who will become Mrs. Al Budge, August 28, was honoured at a dinner and show by her business associates on July 23. Lila was the recipient of an electric iron.

Delta Emett has left us to take a business course. She was presented with a cashmere sweater. Good luck, Del, in your new adventure.

Margaret Sass, a new member of our staff, received a diamond from Ken Kitsch on August 4. Congratulations to both.

Au revoir and good luck to Jean Legare who is taking up residence in Montreal. Her well-spoken French will come in handy there.



Staples and Linens

In honour of Mr. T. Burns, retiring manager, a combined party was held at Vasa Lund Park, Charleswood, on July 29, 1954. Covers were laid for over 80 guests, which included staffs of both City and Mail Order departments and a number of retired personnel.

Speeches by Mr. J. Watson, manager, as chairman, and Mr. T. H. Hancock, Mail Order department manager, were both brief and informal. A gift of equipment for Mr. Burns' movie camera was presented by Mr. T. H. Hancock, on behalf of those present.

After dinner, Mr. C. Sinclair led a sing-song, and for the remainder of the evening dancing was enjoyed.

Fancy Goods—By Mabel Deacon

The Fancy Goods Department bade farewell to Mrs. Alice Robinson, Saturday, July 31. Alice was a popular member of our staff who had been with us for about seven years and left to devote her full time to home and husband. Mr. P. H. Cranston presented Mrs. Robinson with a Duoflex Kodak on behalf of the staff, and conveyed our good wishes.

* * *

THIRD FLOOR

Meat Department—By H. Mensforth

Congratulations to Mr. and Mrs. Walter Miller on the arrival of their second son, Bruce, July 24.

We are happy to report Mrs. George Thomson is making a wonderful recovery following the Kenora campers' special train accident in which she, unfortunately, was hurt.

Sporting Goods

Jim Coombe proudly announced birth of a daughter, Barbara Jean, on July 26. Congratulations, happy parents!

* * *

FOURTH FLOOR

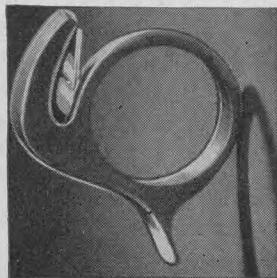
Beauty Shop

Our news got into a slight typographical mix-up last month when the name of Mrs. B. Liddle, our former receptionist and signature, was mis-spelled. Sorry!

FIFTH FLOOR

Know what this is? It's a string-cutter, "vintage of 1916." Owned still by Mrs. Marshall of Children's Shoes, it was issued to her when she first worked as parceller (as Miss Peggy Patterson). The man who was in charge of her work, Mr. George Christie, gave Peggy this cutter; she has

guarded it faithfully because he never came back from France after the first Great War. Still works O.K. when needed, but this "issue" had to be adapted to the finger with a bit of string or tape for snug fit.



SIXTH FLOOR

Contracts Office

Best wishes to Ernest Wiebe whose marriage to Elizabeth Klassen was an event of July 31 at Greta, Manitoba. Ernie and Betty plan to make their home in Lowe Farm. On July 16 all the department gathered to congratulate and extend best wishes to him. Mr. D. C. Howat made the presentation of a pop-up toaster from the department.

Sorry to report that Una Capri and Jim Bohemier are on the sick list. We are hoping for their speedy recovery.

We wish to extend a welcome to the several new members of our staff.

General Office—By Geneva Hayward

Eleanor Evans was married to Cpl. Ken Astelford at Gimli, August 21. A presentation of Revere ware and blankets was made by Mr. G. Bell. The bride and groom will make their new home in Bonnyville, Alberta. Our best wishes for years of happiness together.

August 7 was the day when we regretfully said good-bye to Lorna Vining. She was a keen naturalist and a great Cub worker. We shall always remember her warm-heartedness and keen appreciation of any little favour done for her. Good luck in your new venture, Lorna.

We hear that Barbara Tomlinson has a baby brother and that the father, Mike Tomlinson, is rapidly recovering. At least your troubles are "little ones," Mike.

We are saddened by the news that Mary Macdonald has been so ill in hospital. Cheerio, Mary, come back to us soon.

It's especially nice to see Helen Ross back after her recent illness.

Draperies—By Shirley Hetke

News Flash! We'd like to report that we also have another mermaid in our department whom we forgot to mention in last month's issue—Mrs. M. Lough. Sorry, Maggie!

* * *

EIGHTH FLOOR

City Advertising—By Ethel Pratt

We extend a welcome to Miss Donna Sykes, in the front office.

Kay Vollet, who was former secretary to Mr. Rowland and Mr. Fry and who is now living in New York, was a visitor in town recently and came up to the department to see us.

City Budget Plan Office—By Edna Tamplin

Congratulations to Mrs. June Wood, a former Budget member. June is now the proud mother of twins, a boy and a girl.

Our staff were all pleased last week to say "hello" to another former member of our ranks in the person of Doris McBryde who is now residing in Long Beach, California, and was up on a holiday.

Our deepest sympathy to Joyce Atkinson in the loss of her mother, Mrs. Hockley.

Sincere sympathy to Barbara Popp in the loss of her father, Mr. Valentine Popp.

Provisions Order Board—By Anne Atkin

The whole Telephone Staff was in a state of excitement on the birth of Mr. H. H. McIntyre's daughter, Jean Lorraine (7 lb. 15½ oz.), who arrived at 8:30 a.m. on August 11. The chocolate cigars were passed around freely and many pink bows were worn to celebrate the occasion. Mother and daughter doing fine! Congratulations, Mr. and Mrs. McIntyre.

* * *

TIME OFFICE

Just to keep the record straight, Time Office would like to say that the Gordon McKenzie who recently won that R. Y. Eaton trophy is in 112 Department! (We inadvertently read it as 12, M.O. Drugs.)

ELEVATOR UPS AND DOWNS

By Bertha Sushnyk

Margaret Hay has transferred from our department to the Telephones. She had been with us eight years. Miss Ellen House presented her with a Toastmaster on behalf of the department. We'll miss you, Margaret; best of luck.

On July 15, Dorothy Marshall received a lovely blanket from the department and on July 21, Flo Matrick was presented with a chenille bedspread. These two July brides are going to continue working with us.

Ellen Plewa and Lillian Ritchie have left us. All our good wishes go with them.

It's good to welcome Mr. A. Lagasse back after his stay in St. Boniface Hospital.

Welcome to three new operators: Ilene Duff, Joan Cloninger and Jean Duff.

Mr. Ted Grimes was away ill a short while owing to infection in his hand. Happy to see him back and the hand healing nicely.

In baseball, our star left fielder, Ellen House, joined the girls in practice one night and broke a finger. Had to wear a cast for three weeks. No more of that stuff, Ellen!

Winnipeg Buying Office

Do you know this hustling, bustling, ten-gallon westerner? In reporting department "doings" which honoured Mr. Frank Frogley on his retirement (see also page three), we just couldn't resist recording him in this pose — under the brim of the western headgear given him by the Calgary management and managers — and autographed by them all!



The staff of the Winnipeg Buying Office and Western Packing held a dinner at Moore's, July 29, at which time Mr. Frogley was presented with a silver candelabra and roses were sent home to Mrs. Frogley. The staff also held a get-together in the Buying Office on the morning of July 30 and presented Mr. Frogley with another silver candelabra, making the pair. Greetings were read from all branches of the Company.

M.O. Men's Footwear

Saturday, July 31, marked the retirement of Mr. Wish Houston, our department manager. A fishing rod and reel were presented to him by Mr. A. C. Waddell, assistant, on behalf of the department, and he also received gifts from many friends.

In his honour a smorgasbord was held at Vasa/Lund Park, July 21, and this was attended by many friends throughout the Store and several of his business associates in the shoe trade. Mr. Houston was presented with a lamp for his den and many wires and messages of good wishes were read from friends far and near. He has long been interested in our Blue Bomber Football Club and has served on the executive for many years, and on their behalf, Mr. Bert Warwick presented him with an autographed football. Everyone enjoyed the dinner and a very happy evening was spent by all.

Over the years Mr. Houston's kindness and understanding earned him the love and respect of all his staff. We will truly miss him and it is our wish that he and Mrs. Houston will have many long, happy years ahead of them.

Here we show "Wish" Houston basking in the sun cart presented to him by Mail Order managers and assistants when they met previous to his retirement, in the office of Mr. A. H. Young, M.O. superintendent, who made the presentation.



Miss Sigrid Beale who left us recently, is now working in the Appliance office of our Vancouver Store. She was an active member in both the Eaton Ladies' Golf and Curling Clubs being secretary of these organizations. We all miss you, "Sig," and hope that you will be very happy in our new environment. Best wishes from all your friends in 37 and the sports clubs.

M.O. Hardwares

By B. Landry and M. Sigurdur

Sorry to report that Kay Painting is on our sick list. Speedy recovery, Kay!

Congratulations to Con West who recently represented the Winnipeg Imperial Veterans at the Legion convention held in Toronto.

In The Mail Bag

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

Our latest brides are Terry Jaworski and Dorothy Funk, of 113 Department, and Rosemary Holyk and Georgina Burton, of 122 Department.

Miss Jaworski left on July 10 and was married on July 17 to Herman Wjickowski. Before she left she received bedroom lamps from the shower fund and blankets and a pair of towels from the department.

Miss Funk left on July 16 and was married on July 17 to Al Filbert. Her gifts were a mirror from the shower fund and a table lamp from the department.

Miss Holyk left on July 17 and was married at King Memorial United Church to Allan Craig on July 31. Rosemary received bed linen, towels, mixing bowls and a teapot from her co-workers on the Third Floor.

A shower was held on July 15 at the home of Miss Anne Yakimyszyn to honour Georgina Burton, bride-elect of August 21. The guest of honour was presented with Revere ware. Georgina left work on August 14 to be married to Jack Batton on August 21 in King Memorial Church. She received chairs from the department and lamps from the shower fund, along with other gifts from friends in the department.

We wish all these girls (and hubbies) much happiness in the future.

Congratulations and best wishes were extended to Mr. W. N. Clay, electrician, on his 35th anniversary, August 11. He received numerous gifts from his friends in the Mail Order.

Mr. Frank Wonnacott left us August 17 to join the permanent air force. We wish him the very best in his new career.

Glad to see Margaret Moffatt back after her recent illness.

Harlem Peloquin received a diamond ring recently. Congratulations, Harlem!

* * *

FOURTH FLOOR

M.O. Children's Footwear—By D. Clubb

Friday, the 13th, was not unlucky for our bride-to-be, Dorothy Sterry. A personal shower was held for her at the home of Mima Unwin where she received lots of lovely gifts. An enjoyable time was had by all present. Thanks, Mima, for your hospitality.

FIFTH FLOOR

M.O. Fashion Accessories and Millinery

By B. Murray

We are sorry to report that Jeanette Gagnon is in the hospital, having had an eye operation. Muriel Fraser and Jean McLachlan are on our sick list. We wish them all a speedy recovery and hope to see them back soon.

We welcome a newcomer, Gordon Gillespie. Congratulations are in order to Frances Dickson who surprised us by getting married while on holidays. A presentation was made by Mr. P. Thompson on behalf of the staff, and Frances received a lovely modern table lamp, also an electric coffee maker. Best wishes, Mr. and Mrs. R. McEwen!

We hope that Mr. and Mrs. L. E. Christie are having a most enjoyable trip in California.

* * *

SIXTH FLOOR

M.O. Watch and Jewellery Repair

We are very glad to hear that Mr. Jim Kinley is recuperating well after his serious operation; also that Mrs. Doris Aitken, a former member of our staff, is also recovering from her illness. A speedy and permanent return to good health is wished to both.

We are glad to report that Mr. Bob Elliott has recovered from his illness and is back at White Rock, B.C.

Old friends of Mr. E. H. Collett extend their sympathy to the family in the loss of his sister who passed away recently in Virden.

It was good to see the trio of old-timers who paid the department a visit recently. They were Tom Holliday, Bob Hamilton and Bill Davidson. Come again, folks!

M.O. Men's Clothing—By F. Paget

Congratulations to the two new fathers in our department this month: Jack Chilwell whose wife presented him with a baby son, John Wayne; and Harry Repeta who became the proud father of a baby daughter, Sharon Irene.

* * *

EIGHTH FLOOR

M.O. Complaints—By J. Baynes

Johnny Bryant comes to Department 118 from 144, Elevators. Welcome to our department, Johnny, keep up the good work. We hope your stay with us is a long and happy one.

Lorne Jackson came in the other day with a very bright and happy face. The reason? Another baby son! The name, Keith Donald—a baby brother for Wayne and Gail. Born on August 5 at Victoria Hospital. Congratulations and best wishes to the proud parents.

M.O. Cashiers—By E. Norton

Best wishes to Jean Maxwell who was married to Len Oliver in the Fort Garry United Church, July 31. Before leaving she received a lovely gift from the girls and a miscellaneous shower was held in her honour at the home of Jean Mirecki.

We are sorry to report Mary Daman is still on the sick list. Hope you will be back soon, Mary.

Our deepest sympathy is extended to Miss I. Sutton on the loss of her father.

M.O. Copying—By M. Shepherd

The department's gift to Louise Macuch was a mirror when she left to be married to Gerry Gaba on August 7 at St. Vladimir and Olga Cathedral. The girls held a dinner for Louise at Moore's where she received a carving set.

Nice having Alex King (retired) back with us for the holiday season.

When Elsie Schmuland left the department for her marriage to Gordon Buss at St. Paul's Lutheran Church at Beausejour, Man., on August 14, she received a mirror. At a dinner held by the girls at the St. Regis Hotel, Elsie was presented with an electric kettle.

A mirror was presented by the department to Shirley Ward when she left to marry Raymond Andrushuk at St. Vladimir and Olga Cathedral on August 14.

* * *

M.O. Sales Room, Mailing List and Inquiries

By J. Greenwood

In the marriage department recent brides were Rose Falvo, Eileen Miller (who left for Denmark), Hilda Raymond, Gloria Rebenek and Joyce Enberg. June brides were Joan Cooper, Rae Hedberg and Mary Friesen; also June groom (how did he get in here?) Dick Thompson.

July bride was June Ellis; our August groom, Gordon Grimes, "took the plunge" with Edith Connett (203) on August 18.

Sincere best wishes to all the newlyweds.

We celebrated two 35th anniversaries in July, Irene Tetreault (167 Mailing List) on July 7, and Mabel Cromwell (167D) on July 22.

* * *

NINTH FLOOR

M.O. Hosiery and Gloves—By A. Johnson

Sorry to report Bill Stewart is still away from work, convalescing at home. However, he's improving. We hope to see you back with us shortly, Bill.

M.O. Men's Furnishings—By D. Dee

Best wishes to our two July "retirees," J. Patterson and J. McCorquodale.

We welcome back Mrs. Ina Lawson, absent through illness for several weeks.

M.O. Notions and Fancy Goods

By H. Price

What a good time! What delicious food! That's what all the members of 22 and 24 Departments had to say the "morning after." The occasion was a department picnic at the home of Mr. and Mrs. J. W. Aker, the evening of July 28. (He really must have been busy with the mower and clippers the previous night or two.)

Supper was buffet style with most everyone making a second trip to have more of that wonderful food. Relaxation was in order for about a half-hour after supper and then "batter up!" Two teams of super-ball players battled for an hour or more. The umpire couldn't decide whether to call strikes or balls, pitch or pinch-hit; there seems to be a difference of opinion but for the record the score was tie.

The evening was topped with a showing of coloured scenic pictures and narration by Mr. Aker which was thoroughly enjoyed. The only thing left to say is "Let's have more of those delightful evenings."

* * *

PRINTING PLANT

By M. Torrance

Heartfelt sympathy is extended to Mr. Alfred Lane and Mr. Archibald Clay in their recent bereavements.

We extend sympathy to Mrs. D. Emmonds and family in the passing of Mr. David Emmonds, a retired member of 1745 Department.

FLASH: Congratulations to Mr. E. Kasper, signature in Department 1100, Grill Room staff. The Cathcart Cup, trophy for the winner in a home grounds competition at Roblin Park veterans' settlement, was awarded to him recently.

OUR COVER: Back to school—also collegiate and university. Our Slogan: First to Eaton's, then to School. Our Objective: As Eatonians, should be to serve these young people and their parents so well in these, their young days, that Eaton's, the Store for Young Canada, shall be their first choice for shopping always—after school days are over!



CONTACTS

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Editor: W. E. (Bill) GRAY



Do You Know This Bearded Character?

Not Toulouse-Lautrec from "Moulin Rouge." Not a sea captain heading for the barber's. Not the famous novelist Compton Mackenzie. Anyway, we told him that as for the beard, he must remember "You Can't Take It With You." . . . Yes, it's Lawrie Freeman who "blew in" for a few days from Toronto with a foot in a cast. His misadventure had also damaged temporarily a facial bone—hence the heavy growth which he trimmed specially for studio effects. Back in Toronto now. Glad to see you, Lawrie, may you soon be able to put both your best feet forward.

Quarter-Century Club

(Continued from Page Fifteen)

cause it was easier to spell is doubtful; anyway come he did, and in time to enlist and put in four years in the Great War. He served with the City of Winnipeg 27th Battalion overseas, suffering concussion.

Married, with a son, Laurie in the Basement Shoes Department, and daughter, Helen, formerly of City Inspectors Department (both now married). Bob is the proud grandfather of five grandchildren. And for fun and exercise, still golfs, curls and bowls.

CECIL WHITFIELD KENNEDY

M.O. Stationery and Books has claimed all of Mr. Kennedy's 25 years of Eaton service which he achieved August 6. However, he was already on vacation, so things didn't "get going" until August 17 when he returned.

That morning the department presented him with a chest of silver-plated flatware as a souvenir of his quarter-century. Mr. Kennedy is married to the former Grace Foster of his department, and they have a fine family of five: David, 24; Donna, 18; Doreen, 17; Dennis, 13; Dale, 7. (Notice those initials?)

Cecil is an active bowler and golfer—so we know he'll never lack a game around Eaton's!

Absent on Holiday, held for later issue:
James T. G. Lyons, Delivery, August 8.

Twenty-Two

RECENT APPOINTMENTS

Winnipeg

Commencing Friday, July 30, 1954, Department W256 divided as follows:

Department W256 — All Coal and Wood Stoves, Furnaces, Plumbing and Heating, Kitchen Cabinets, Sinks, Wall Cabinet Units, etc.:

MR. W. L. CABLE, manager;

MR. T. F. A. JAMES, department manager;

MR. T. M. MILROY, assistant.

Department W1056 — Installation and Servicing Oil and Gas Heating Units, Air Conditioned and Gravity Furnaces;

MR. W. L. CABLE, manager;

MR. T. F. A. JAMES, department manager.

Department W37—Men's and Youths' Shoes, Slippers, Rubbers, Winter Goods and Shoe Findings:

MR. B. H. MCGREGOR, department manager. (This is in addition to his present duties in Departments W38 and W39.)

Department W236 — Linens, Fancy Linen, Staples, Bedding, Blankets and Flannels:

MR. J. WATSON, manager.

Winnipeg Buying Office—

MR. P. H. SMITH, department manager;

MR. G. H. BLAKEMAN, assistant;

MR. D. J. TOMES, signature.

Calgary

Department C1100—Lunch Counter:

MRS. M. I. JARVIS, assistant.

Grande Prairie Order Office

MISS M. L. KRYSTAL, in charge.

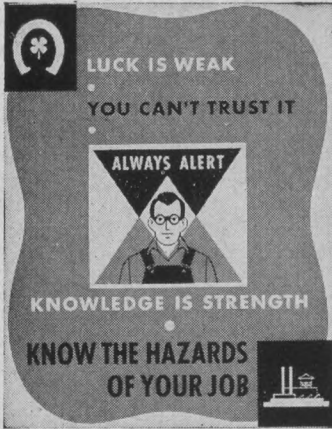
Whitehorse Order Office

MRS. S. R. DAWSON, in charge.

LAWN BOWLERS

are trying hard to complete their schedule by doubling up on games for the evening. Members, please turn out to keep the league rolling. Any lawn bowlers who could help out Tuesday nights will be welcomed as spares.

BETTER TO BE SAFE THAN SORRY!



DO take time to put things away—Out of the Way!

DO take Time to learn and avoid the risks on any job.

DO use tools with care—and use the right tools for the job!

DO be sure—and this as much at home as at work—that what you are standing on Won't Let You Down!

Do Take Care!



In Memoriam

* * * *

DAVID EMMONDS

Mr. Emmonds passed away suddenly in Winnipeg July 31, at the age of 71 years. He retired in 1948 from our Printing Department, where he was a pressman's assistant for many years. Our sincere sympathy goes out to Mrs. Emmonds and family in their bereavement.

* * * *

ROBERT McCULLOUGH

Retired Eatonian who worked for the Company for over 21 years and retired from the Foodateria Groceries in 1950, Robert McCullough passed away August 9 in Winnipeg General Hospital. He was 74 years old and had continued to live in Winnipeg at 339 Talbot Avenue. A Mason, member of an Irish Lodge, and a native of Belfast, he resided in Winnipeg for 27 years. Surviving are two sisters to whom we extend our sympathy in their bereavement.

* * * *

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Father

Mrs. R. Booth.....Basement Piece Goods
Miss M. McCann.....Women's Shoes
Miss E. Jarvis.....M.O. Piece Goods
Miss R. Schroeder (Step-Father)
Sales Audit
Mrs. D. Rayner.....Head Cash Office
Mr. R. Lower.....Heating, Service Section
Mrs. W. Tesar.....Coffee Bar
Miss I. Sutton.....M.O. Cashiers
Miss L. Smith.....Fancy Goods Workroom
Mr. J. Gutowski.....Shoe Repair Shop
Mr. D. Bjornson.....Night Caretaking
Miss B. Popp.....Customers' Accounts
Mrs. P. De Denus.....Jewellery

In the Loss of a Wife

Mr. A. Lane.....Printing
Mr. A. Clay.....Printing

In the Loss of a Mother

Mrs. H. Nelson.....M.O. Piece Goods
Mrs. J. Atkinson.....Customers' Accounts
Mr. E. La Chance.....Furniture
Mrs. K. Smith.....M.O. Dresses
Mrs. G. Zelmer.....Foodateria
Mr. S. Baillie.....Hardware
Mr. C. Holdsworth.....M.O. Radios
Mr. L. H. Martin.....Basement Store

In the Loss of a Husband

Mrs. G. Wood.....Women's Sportswear
Mrs. A. Moorcroft.....Cafeteria

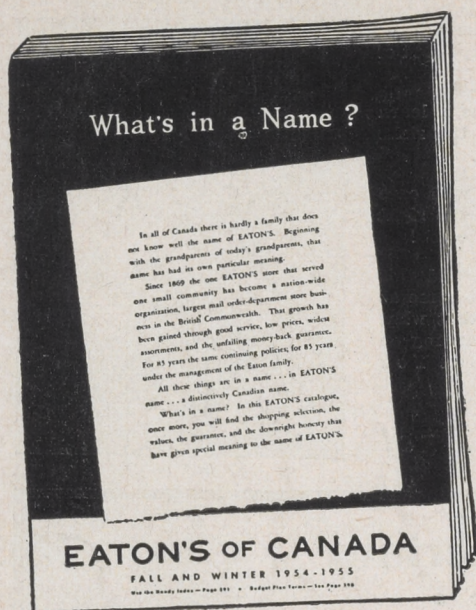
In the Loss of a Sister

Mr. J. Collett.....Basement Piece Goods

In the Loss of a Brother

Miss O. Webb.....Basement Piece Goods
Mrs. M. Welch.....M.O. Men's Clothing
Mrs. M. Milton.....Jewellery
Mr. J. W. Aker.....M.O. Notions

OUR CATALOGUE—BIGGER THAN EVER!



Practically two out of three of all Canada's homes have now received their big, new Eaton's Fall and Winter Catalogue. Weighing over 3 $\frac{3}{4}$ lb., it offers customers the largest variety and the greatest number of items of any book printed in Canada.

Eaton integrity and Eaton values are the keynotes of the whole book, with particular emphasis placed on our own branded line merchandise. From cover to cover it stresses the value and dependability of Eaton's Branded Lines. The front cover in answering a simple question, "What's in a Name?", gives the answer that echoes the opinions of literally millions of Canadians. The book comprises 696 pages (12 $\frac{3}{4}$ by 9 $\frac{7}{8}$ inches)—20 pages more than last fall.

In the fashion world—and it takes about 200 pages to tell the complete fashion story for "Teenagers," Juniors, Misses and Women—new trends for fall and winter are shown in coats with cape effects, Queen Anne styles, two-tone models, knitted suits and costume companions, dress styles with special interest in new treatments of collar, yoke and waist.

Interesting, too, is the growing popularity of synthetic "miracle" materials—dacrons, orlons, acrilons, chromspuns, as well as the fabulous nylon. Many of them even

outdo the natural yarns they replace in softness, warmth and colour, as well as being water, stain and crease-resisting.

Another striking feature of the book is the great increase in "Do-It-Yourself" items. Today the man of the house has become a jack of all trades, and for his benefit the catalogue shows furniture to paint, floor and wall tiles to lay, screens to make, plumbing, heating and many other things he can do for himself, in addition to pages and pages of power tools and accessories.

Some of the details which make the new catalogue so fascinating:

A full-page of hobby crafts: painting kits and "make-it-yourself" kits.

Geiger counters, reflecting the current interest in the development of Canada's mineral resources.

Display pages featuring our own Viking Brand refrigerators, freezers, washers and dryers.

Work garments for men styled for the street, as windbreakers and slacks. An exclusive with Eaton's: 11-oz. work garments.

"Specialized" sizes in boys' coats, suits and furnishings, for the big young fellows with the stature of young men—up to sizes 38 and 40-inch chest.

New printed finish on bedroom suites—an actual photographic reproduction of walnut grain transferred by heat to the surface of other wood—looks like real walnut but much lower in price.

New hard-surfaced floor coverings, including a Vinyl plastic tile.

Materials for home improvements—aluminum doors and screens, building materials, plywood and tile board panels, metal roofing and awnings.

Canadian industry—mines, forests, millworks, railway and other transports—almost every walk in life is affected in the production of this book. Here are some of the main features of its production:

Paper consumed, 7,035,000 lb. or 3,517 $\frac{1}{2}$ tons (approximately 120 freight cars fully loaded).

Area of the pages is about 12 square miles.

Amount of metal used in typesetting and plate casting, 54,000 lb.

Wire in stitching, 250.7 miles.

Height of books if piled one on top of the other—about 28 miles!